RJR CO-MARKETING
PROMOTION ACCRUAL PROGRAM

Retailer Agreement Form

Retailer/Chain Name: Home Lovers S.I.S./Chain I.D. Number: _____

RJR Representative: Jim Jones Div./Terr. Name & #: _____

Promotion Cycle Dates: 4/1/94 Promotion Type: _____

RJR Brand Family/Styles: Salem _____

Retailer agrees to provide the following promotion requirements: Signage, 4 oz bag potato chips

RJR agrees to provide the following promotion requirements: Point of sale advertising Salem/potato chip promotion

Product pricing decisions remain the right and responsibility of the participating retailer.

If advertising/promotional materials are utilized, retailer may use RJR supplied materials. If retailer utilizes its own, retailer is responsible for meeting all legal requirements.

Reimbursement may not occur if promotional requirements, as stated above, are not fully executed.

RJR total liability is limited to co-marketing promotion accrual "fund balance" only.

If "fund balance" is exceeded, the amount which exceeds the "fund balance" will be the responsibility of the retailer.

Promotional costs will be paid from co-marketing promotion accrual as soon as practicable following successful completion of promotion.

James A Bellin
Retailer Signature /Date

Final Total Promotional Cost

RJR Draft/Voucher #

J. C. Jones
RJR Signature/Date

RJR Reimbursement Amount

51850 2291

RJR Employee Copy

Source: https://www.industrydocuments.ucsf.edu/docs/flcy0000